

ABSTRACT

A display apparatus according to the present invention includes: a pixel including a plurality of sub-pixels; and a control unit which makes a control such that each of the plurality of sub-pixels is subjected to represent gradation with a plurality of levels. When a first sub-pixel of the plurality of sub-pixels represents one of a minimum gradation level and a maximum gradation level of the gradation with the plurality of levels, the control unit makes a control such that a second sub-pixel adjacent to the first sub-pixel of the plurality of sub-pixels represents other than the other of the minimum gradation level and the maximum gradation level. Thus, the display apparatus according to the present invention can suppress deterioration of picture quality caused by a configuration effect.